

ABSTRACT

A liquid-crystal-panel drive, driving method and its program, and a medium capable of preventing unevenness on a display face from occurring after turning off a power supply in a liquid crystal display apparatus using OCB mode liquid crystal. A liquid crystal display apparatus has a liquid crystal layer using OCB mode liquid crystal, a driver applying a voltage to the liquid crystal layer, a liquid-crystal driving power supply supplying power to the driver, and a switch outputting an on/off signal to the driver. When the switch outputs an off signal, the driver applies a predetermined voltage that can be applied to each pixel of the liquid crystal layer for a predetermined time, and after the elapse of the predetermined time, stops the supply of power to the driver from the liquid-crystal driving power supply.